



Communications Associate

Nellie Mae Education Foundation
Boston, Massachusetts

EXECUTIVE SUMMARY

The Nellie Mae Education Foundation (NMEF), the largest philanthropy in New England dedicated exclusively to education, seeks nominations and applications for a **Communications Associate**. NMEF has set forth a Big Goal for **80% of New England students to be college and career ready by 2030**. The Foundation is especially focused on traditionally underserved learners through systems change that supports Student-Centered Learning (SCL). Its grantmaking strategy attends to developing effective educational systems design, public engagement and understanding, educator capacity, and NMEF, together with its partners across New England, is leading the way in seeking education reform that brings SCL and equitable approaches to learning to the region's public school systems.

COMMUNICATIONS AT THE NELLIE MAE EDUCATION FOUNDATION

The communications team at NMEF is an integral part of the Foundation's mission as it supports the advancement of communications across the organization and externally to the wider sector. Among its primary responsibilities, the communications team oversees and manages internal and external communications strategies across the NMEF's communication ecosystem including, web, email, events, digital media and more. Additionally, the communications team partners with and contributes to executing strategic communication and narrative strategies that are grounded in NMEF's mission, vision, and values, align with organizational goals.

Responsibilities & Accountabilities:

The Communications Associate will report directly to the External Affairs Manager and will provide support to the Foundation's efforts in proactively increasing public understanding and demand of student-centered learning, and increasingly, issues related to educational equity, with internal audiences as well as key, strategic external stakeholders. As the Foundation has begun a strategic planning process, the Communications Associate will support the Communications team in messaging around organizational strategy shifts and ensuring that such a shift is communicated clearly and consistently across all NMEF channels.

S/he will write, edit and coordinate internal and external correspondence, provide event support and oversight, and serve as a supportive and provocative team member on projects and initiatives.



Responsibilities include, but are not limited to those summarized below:

- Execute the Foundation's digital communications strategy, including developing content and dissemination plans for social media channels, email marketing, website and blogs;
- Manage the Foundation's Request for Proposals announcement processes across the Foundation, including proofreading of materials and disseminating opportunities;
- Manage internal communications, including writing and editing the Foundation's internal newsletter and memos to the Board of Directors;
- Manage the publication and dissemination of Foundation research and evaluation reports;
- Manage the Foundation's event sponsorship grant fund;
- Copy writing;
- Develop presentations for executive staff;
- Maintain existing models and strategies while developing new and cutting-edge ideas to keep the Foundation current in this changing media marketplace;
- Engage constructively with a wide range of electronic, print and broadcast media outlets' (including new and traditional media) social networking sites;
- Monitor current events and trends in education to anticipate potential dissemination of information;
- Support special events, (e.g. sponsorships, meetings) including site coordination, collateral development, and speaker coordination and related activities;
- Pull data for evaluation of effectiveness of communications activities and creating reports for organizational measurement and;
- Oversee the maintenance of Foundation's database.

Qualifications:

- Bachelor's degree required. A minimum of five years' experience required.
- Experience in communications outreach in the education, public interest, research and/or non-profit sectors with an emphasis in digital and social media.
- Experience in content management systems and design platforms such as Adobe Suite; Have knowledge of Microsoft Office and other software packages, communications protocols, the Internet and social media technologies.
- Knowledge of publications and web/video/audio production.
- Developing and disseminating effective communications products and publications, both in print and on the web, from conception to publication.
- Fluency with PowerPoint and the ability and maturity to make presentations to senior staff members both within and outside the communications department.
- Superior oral and written communications skills, used in one-on-one settings and in large group meetings.
- Understanding and willingness to learn about combatting systemic and racial inequities in our public education system; The ability to advocate and drive attention to the Foundation.
- An exceptional ability, interest, and facility to write in a variety of mediums from short e-mail news releases to published reports and from web features to persuasive op-eds.
- The ability to meet multiple deadlines and balance numerous projects while maintaining a perspective on long-term goals.



- Innovative, strategic, opportunistic, entrepreneurial, and creative thinker with exceptional attention to detail.
- The ability to work well both independently and as part of a team.
- An optimistic outlook and the humor, integrity, and patience necessary to work within a transformative environment.

The duties listed above are intended only as an illustration of the various types of work that may be performed. The omission of a specific statement of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position. This position description does not constitute an employment agreement between the Foundation and the employee and is subject to changed, as the needs of Foundation and job may require. More information about The Nellie Mae Education Foundation may be found at <https://www.nmefoundation.org/>

TO APPLY

The search is being assisted by Allison Kupfer Poteet and Nureen Das of Nonprofit Professionals Advisory Group. Due to the pace of this search, candidates are encouraged to apply as soon as possible. Applications including a cover letter describing your interest and qualifications, your resume (in Word format), and where you learned of the position should be sent to: NMEF-CA@nonprofitprofessionals.com. To expedite the internal sorting and reviewing process, please type your name (Last, First) as the only contents in the subject line of your e-mail.

The Nellie Mae Education Foundation is an equal opportunity employer and proudly values diversity.
Candidates of all backgrounds are encouraged to apply.